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CONTINUITY FOR NATIONAL 4-H ACHIEVEMENT DAY PROGRAM
National Farm and Home Hour.
Saturday, November 3, 1934.

12:30 - 1:30 P.M. (E.S.T.)

(1) "America the Beautiful" -- U. S. Marine Band. MARINE AUDITORIUM

ANNOUNCER:

Welcome, young ladies and gentlemen, to the fifth annual National 4-H Club Achievement Day program. Individual club members, local clubs, and county and State club organizations today mark the completion of another year's project work. This program will give national recognition to the sterling work of the past months, and State and local recognition also. It has been arranged cooperatively by the Agricultural Extension Services of 42 States and the United States, the NBC, 59 radio stations associated with the NBC networks, and the United States Marine Band.

(MUSIC ENDS)

Presiding over this fifth annual National 4-H Club program is the chief of radio service for the United States Department of Agriculture, Morse Salisbury.

SALISBURY:

How do you do, 4-H Club members and well-wishers.

Now let me give you the order of the day for this fifth National Achievement Day 4-H program. First we shall have an address by Dean Thomas P. Cooper, of the College of Agriculture, University of Kentucky. This address will bring 4-H members the views of a national leader in agricultural education upon the part that they are playing in agriculture's new development. After Dean Cooper's address we shall adjourn as a national audience and gather again as 42 State audiences to listen to special programs presented from individual stations clear across the country in recognition of achievements of 4-H members and clubs in

each State. Then we shall reassemble as a national audience to receive from the Hon. M. L. Wilson, Assistant Secretary of Agriculture, a charge to carry on with increasing vigor and effectiveness our 4-H Club work during the coming year.

In opening this annual program reporting 4-H Club achievements, speaking for Club members throughout the country, I send greetings to the other youth organizations of the land -- the Future Farmers of America, the Boy Scouts of America, and many others which are working with the 4-H Clubs to build for a better future.

Now, it gives me great pleasure to present to you, Dean Cooper. It is especially fitting that the leader of agricultural education in Kentucky should speak in this fifth annual 4-H Achievement Day broadcast. The original broadcast of this nature was suggested, four years ago, by Dean Cooper's colleagues in Kentucky 4-H work. To their initiative and resourcefulness, we owe the succeeding series of five impressive nation-wide demonstrations of the work done and the values achieved in 4-H clubs by over 900 thousand members during each season.

This work has a great significance to America of the present and of the future. I take it that Dean Cooper will give us a few comments of that significance of 4-H work. Young ladies and gentlemen, Dean Cooper.

(2) "The Significance of 4-H Achievements" -- Dean T. P. Cooper. Studios SALISBURY:

Thank you very much, Dean Cooper.

We're going now to conclude the first national period of this 4-H Achievement Day program. But before we go to each of your local stations for the State reports of 4-H achievements, we send you the music of a favorite song of 4-H girls, the "Dreaming Song."

(3) "Dreaming Song" -- U. S. Marine Band. MARINE AUDITORIUM

STUDIO ANNOUNCER:

Now we pause so your stations may identify themselves to you. After the station announcements, your local station will send you a report on 4-H achievement of the past year.

CUE: CHIMES

(4) State extension service periods presented from the studios of each station in the Farm and Home Hour network except the three Texas stations. They will be provided with musical program by the United States Marine Band from Washington.

SALISBURY:

This half-hour of music has been prepared and is being broadcast for the special benefit of the 4-H Club folks and their friends in the State of Texas. This part of today's Annual National 4-H Club Radio Achievement Program is made possible through the courtesy of Captain Taylor Branson, Leader of the United States Marine Band, and the members of that great musical organization. While the other States in our nation are at this moment participating in today's annual 4-H radio achievement program by presenting their own State programs, the folks in Texas are to have the pleasure of listening to another enjoyable musical period with the Marine Band.

Complimentary to the State of Texas, Captain Branson has chosen as the first number the March entitled "Eyes of Texas" as compiled by Ellis B. Hall.

(5) "Eyes of Texas" -- U. S. Marine Band. (3 min.) MARINE AUDITORIUM

SALISBURY:

That stirring March was "Eyes of Texas" compiled by Hall.

Next we hear a selection which has a swing characteristic of the cattle

country of the West and the Southwest. During the past year, all of us have been singing or whistling this song.

Here it is, "The Last Round-Up," by Hill, as played by the United States Marine Band.

(6) "The Last Round-Up" -- U. S. Marine Band (2½ min.) MARINE AUDITORIUM SALISBURY:

Perhaps it is unnecessary to repeat the name of that selection which was "The Last Round-Up" by Hill.

Now, in our imagination, we cross international boundary lines and go to Costa Rica. While here we listen to a composition by Quesada, entitled "El Son De La Luna" which means "Song to the Moon."

I am sure that you will enjoy this selection as it is played by the United States Marine Band.

(7) "El Son De La Luna" -- U. S. Marine Band. (4½ min.) MARINE AUDITORIUM SALISBURY:

That bit of music from Costa Rica was "El Son De La Luna," by Quesada.

Now let us travel to South America and listen to a favorite air from Argentina. This composition is "San Lorenzo March," by Silva. It is played for us now by the United States Marine Band.

(8) "San Lorenzo March" -- U. S. Marine Band. (3½ min.) MARINE AUDITORIUM SALISBURY:

That lively selection was "San Lorenzo March" by Silva, a bit of music from the Argentine.

Back home again to hear another popular number. You will enjoy hearing the United States Marine Band play, "Wagon Wheels" by DeRose.

(9) "Wagon Wheels" -- U. S. Marine Band. (5 min.) MARINE AUDITORIUM

SALISBURY:

That was the well-known composition entitled "Wagon Wheels" by DeRose.

Our next selection is as popular in Spain and in Latin America as it is in the United States. It is "La Paloma" by Yradier. "La Paloma" is interpreted to mean "The Dove." The authorities at the Pan American Union here in Washington classify this composition as belonging to Cuba, and we accept that classification.

The United States Marine Band now plays "La Paloma" by Yradier.

(10) "La Paloma" -- U. S. Marine Band. (3½ min.) MARINE AUDITORIUM

SALISBURY:

That selection was "La Paloma" by Yradier.

Before we hear our next and last selection, may I tell you that our 1934 series of National 4-H Music Hours will be brought to a formal ending with our next broadcast on Saturday, December first. During the National 4-H Radio program, at this same hour, on that date we shall have a music identification test. The United States Marine Band will play a selected list of compositions chosen from the numbers played during this past year. All 4-H Club members, their friends and listeners in general may identify these compositions as they are played by writing the names of the compositions and the names of the composers. The correct list will be announced at the close of the broadcast.

You will be interested to know that the central theme for 1935 will be "The World's Best Known Operas." During the year we shall study the music from 26 different grand and light operas. Ask your State 4-H Club leader for information regarding the 1935 series of musical broadcasts.

I am going to ask the United States Marine Band to play as our last selection, "Semper Fidelis" by Sousa.

Sousa was born in 1856, here in Washington, D. C. At the age of 24, he was appointed leader of the United States Marine Band, which position he held for 12 years. It may interest you to know that we are now broadcasting from the same auditorium in which Sousa directed the Marine Band. In addition to his many marches, Sousa composed several light operas, numerous waltzes, orchestral suites, songs, and Te Deums.

One of Sousa's marches, "Semper Fidelis," is dedicated to the band which plays for us during these National 4-H Club radio programs. "Semper Fidelis" is a Latin term meaning "Always Faithful," and is the official march of the United States Marine Corps.

With Captain Taylor Branson conducting, the United States Marine Band closes our musical period today with "Semper Fidelis," by Sousa.

(11) "Semper Fidelis" -- U. S. Marine Band. (3 min.) MARINE AUDITORIUM

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AT 1:15 P.M. NETWORK BROADCASTS RESUME ON FINAL SIGNATURE.

SALISBURY:

Now we've returned to the nation's Capital for the concluding phase of this fifth annual National 4-H Club Achievement Day broadcast. The United States Marine Band, Captain Taylor Branson conducting, plays a musical tribute from the pen of a well-known composer, Ernest Franko Goldman, to the energy and efficiency of the nation's 4-H Club members -- "The Pride of the Land."

(12) "The Pride of the Land" -- U. S. Marine Band. MARINE AUDITORIUM

SALISBURY:

The Marine Band, fittingly enough, played for us the new 4-H march composed by Ernest Franko Goldman of the prelude to a charge for the coming year in 4-H Club work which we're to have now from the Assistant Secretary of Agriculture, the Hon. M. L. Wilson. Young ladies and gentlemen, Mr. Wilson.

(13) "4-H Clubs and the Future" -- M. L. Wilson. WASHINGTON STUDIOS

SALISBURY:

Weather and ad lib until 1:28:15 concluding with,

Our program now comes to an end as the United States Marine Band plays the national anthem.

(14) "Star Spangled Banner" -- U. S. Marine Band. MARINE AUDITORIUM

ANNOUNCER:

We are concluding the fifth annual National 4-H Club Achievement Day broadcast. In this program you have had a report on the achievements of 4-H Clubs during the past year and a charge to carry on their efforts just as vigorously in the future from Dean T. P. Cooper of the College of Agriculture, University of Kentucky, and Assistant Secretary M. L. Wilson, of the Department of Agriculture. In State programs from each of 59 stations you've had the year's story of 4-H progress summarized for you. The music for the Washington portions of the program was provided by the United States Marine Band which will play on Saturday, December 1st, the final monthly achievement test program of the 4-H Clubs for 1934. These programs are cooperatively arranged by the Federal and State Extension Services and our Director of Agriculture, Mr. Frank E. Mullen. Today's broadcast came to you from your own station, and Washington. This is the National Broadcasting Company.

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